JUNE 1956

the Wisconsin Architect

Glendale's Municipal Building

MAYFLOWER, corner. 44" x 48" x 14"

Check these advantages

RIGID CAST IRON

Sparkling, easy-to-clean Kohler enamel is fused to a base of non-flexing iron, cast for strength and rigidity.

TILING-IN RIM

An integral flange that simplifies leak-proof installation with dry-wall or plaster construction

MACHINE GROUND

Uniform length and width dimensions for fast, accurate tub-setting, wall-finishing.

QUALITY FITTINGS

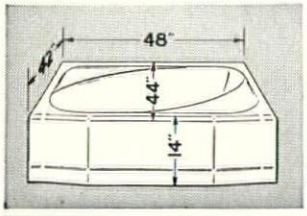
Designed expressly for Kohler fixtures, engineered for easy reliable operation.

KOHLER BATHS

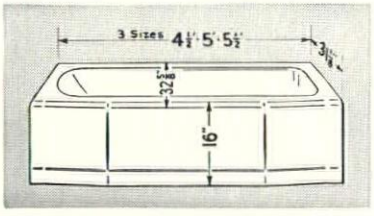
THE MAYFLOWER introduces fresh individuality and grace for modern bathrooms. Strong selling features are a roomy, attractive oval bathing area, integral bench seat, and dimensions that make practical a wide variety of bathroom arrangements.

COMPLETE LINE • Kohler baths, in white and six colors, range in style, type and size to meet every taste or budget—and answer any problem of space or arrangement in homes, apartments, hotels, motor courts.

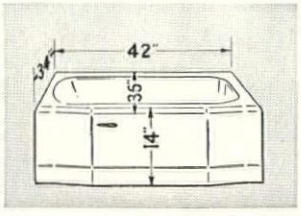
MAYFLOWER, recess. Integral seats. All parts can be reached for cleaning.



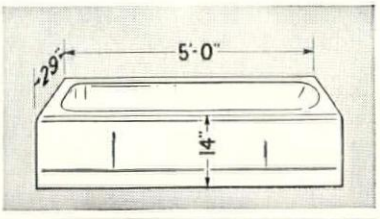
COSMOPOLITAN, luxurious roominess. Recess type in 3 lengths. Also 4½' and 5', for corners.



STANDISH, shower-size. For homes, apartments, motor courts, dormitories.



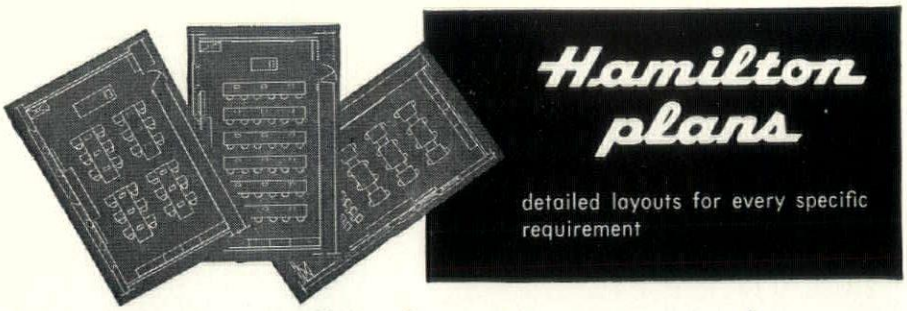
MINOCQUA. First quality bath. Width makes it practical and popular for use in remodeling.



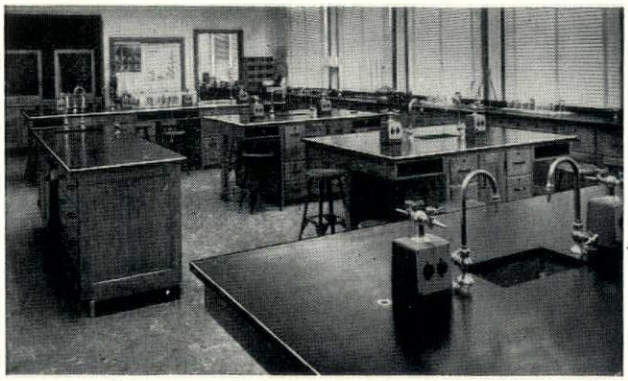
Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS



Have created some of the finest laboratories in the country!



When your next laboratory planning job comes up take a moment to consider Hamilton equipment and service before you put it on paper. Consult a Hamilton Engineer for layout help. Better yet, write for more information today. There is no obligation — just lots of competent help!

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Milwaukee 16, Wisconsin
Representative

Hamilton MANUFACTURING COMPANY
TWO RIVERS • WISCONSIN
LABORATORY EQUIPMENT DIVISION

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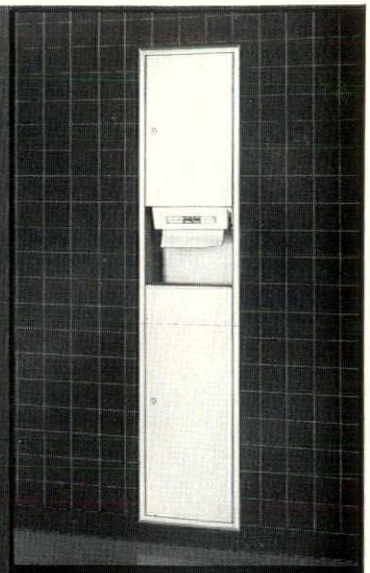
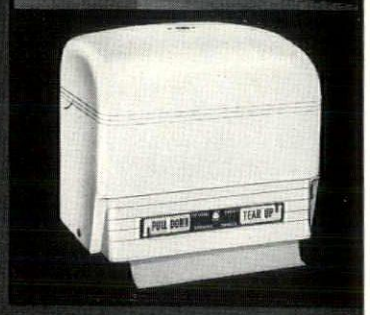
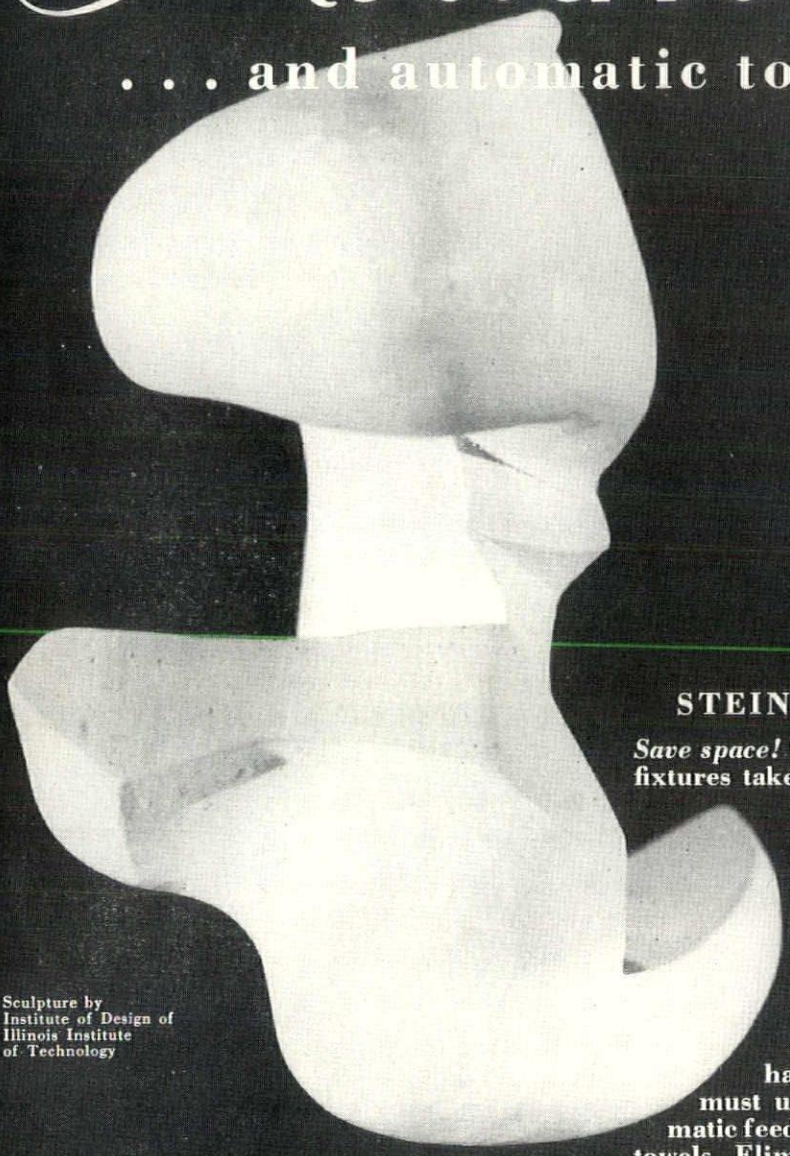
. . . and automatic too!







Sculpture by
Institute of Design of
Illinois Institute
of Technology

STEINER RECESSED CABINETS

Save space! **Compactly-built Steiner recessed towel fixtures take up little space in the washroom wall and no floor space. Modern and attractive! Cleaning is easier, faster too!** ***Save towel cost!*** **1. Architect only buys recessed fixture. 2. Steiner Automatic Cabinet furnished and mounted free of charge by the Towel Supplier. Steiner cabinets have an adjustable time-stop with exclusive automatic feed that saves 20 to 30% of towel cost. The user can have as many towels as he wants but he must use them one at a time, with the automatic feed providing a 3 to 5 second wait between towels. Eliminates waste without restricting use!**

Proof of the savings! Survey shows that only one-third of a case of 8000 Steiner towels will do the job of a full case of 3750 interfolded towels. In many cases, the saving is even greater!

For complete information and specifications, write to:

SCI steiner co., inc.
740 RUSH ST. • CHICAGO 11, ILLINOIS

Model S-100-4

Recessed towel cabinet: combination storage locker and dispenser.

Model S-100-3

Recessed waste receptacle: with removable stainless steel waste container. Usually used in combination with recessed towel cabinet.

Model S-100-2

Recessed towel cabinet and waste receptacle: dispenses and disposes in a single unit. Storage shelf holds two reserve rolls of Steiner towels. The inside stainless steel removable waste container glides out for easy servicing.

MITCHELL TO BE SPEAKER AT MILWAUKEE MEETING

Robert W. Mitchell, builder of Architectural Models, will speak to the Milwaukee Division on June 21 at the Saxony. It will be the regular June meeting.

Mitchell has built models for the Air Force Academy, the Los Angeles Statler, the Detroit Riverfront, and a variety of other major constructions.

Dinner will begin promptly at 6:30 P.M. Cost is $3.00, including gratuity.

COVER COMMENT

Shown on this month's cover is an exterior view of the City of Glendale Municipal Building, designed by Donald L. Grieb, A.I.A., Milwaukee. This photo, together with five others that will be found on Page Seven, reveal how the architect skillfully blended contemporary materials into a product of beauty and utility.

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American Institute of Architects
828 N. Broadway, Milwaukee 2, Wis., BR. 2-0822

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Special Oshkosh Meeting Votes New Dues Structure for W. A. A.

A new dues schedule for members of the Wisconsin Architects Association will go into effect on July 1, 1956.

That decision was reached at a special meeting of the membership held at the Athearn Hotel in Oshkosh July 8, after a long discussion in which the entire dues problem was thoroughly reviewed.

Beginning July 1, Corporate Members must pay annual dues of $50; Associates will pay $20 per year; Junior Associate members will continue to pay $5. The present dues structure, however, in which principals of architectural firms are assessed according to payroll of employees, remains in effect until June 30.

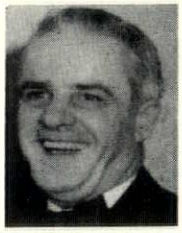
The action requires that all Corporate and Associate members pay an additional one half year's dues for 1956, starting on July 1.

Along with the change in dues, members gave the Board of Directors power to levy annual assessments against principals of firms, amount not to exceed $10 per production employee. However, because of the revenue anticipated from the new dues system and other income sources such assessment, if levied, is likely to be small, it was explained.

Members defeated a proposal to change the quorum necessary to conduct business, from the present 20 per cent, to 15, but did vote to amend the By-Laws to provide that the annual meeting could be held

(Continued on Page 4)

PREXY'S CORNER



By Arthur O. Reddemann
President, Wisconsin Chapter, A.I.A.

It is the hope that as your president each month as our magazine is published to continue this column. Having been president only two months, I am just beginning to get into the work and realize what a terrific job it will be to follow my predecessor, (Sandy), Julius S. Sandstedt.

It is my belief the backbone of our Chapter is certainly the committee men. Your officers and your board look to them for guidance and aid. In my capacity as ex-officio of all committees, I should be glad to meet with any committees at their calling. To me this should prove an inspiration to observe the enthusiasm with which they attack their individual problem. There are many projects that our chapter should undertake, not with the view toward keeping a committee busy during the year but rather to see what we can do for the good of the chapter. Committees should be the spearhead for the chapter.

We are aware that many members of the Chapter who would like to serve are not now on a committee. This has been done because your officers and the Board are not acquainted with some of the members personally and also because so few ever volunteer. We do, therefore, invite applications for membership to serve on any committee you would like. A formal application is not necessary but a call to me or your Executive Secretary would certainly be gratifying. Associates and junior associates are also eligible for committee membership. May we hear from some of these also. I am certain that some of these committees would be willing to have an open meeting so interested members of the Chapter could attend and state their view, or if not possible to attend, a letter to them would be welcome. Refer to The Wisconsin Architect for April, 1956, for names of the committees and their chairmen.

Your Building Code Committee attended the hearings at the Industrial Commission held in Madison

(Continued on Page 5)

Directors Accept Seven Into Membership; Take Other Actions

Two Associate memberships and four Junior Associate memberships were accepted into the Wisconsin Chapter, AIA, at a meeting of the Board of Directors held in Milwaukee on May 11. In addition, the board recommended acceptance of one Corporate Membership, in forwarding application to the AIA.

John Carl Tilleman, Green Bay, was recommended for a Corporate membership in the Northeastern Division. Associate memberships went to Richard E. Gustafson, Green Bay, in the Northeastern Division, and Paul E. Klumb, Jr., Brookfield, in the Milwaukee Division.

New Junior Associate members, all in the Milwaukee Division, are Charles E. Sazama, Sheldon Segel, Lyle Edwin Sykora and Gerald S. Vanselow, Jr. All are from Milwaukee.

Another important matter discussed by board members involved recent failures of Wisconsin Chapter members to obtain appointment as Fellows in the Institute. The board evidenced great concern over this fact, and requested Theodore Eschweiler to meet with Gerrit DeGelleke in an effort to ascertain why Wisconsin members have been passed over.

Support of the New York Chapter, AIA, in its recent resolution protesting against remodeling of the Capitol in Washington was also voted by the directors. They directed Secy. Roger M. Herbst to write these sentiments to the New York Chapter, and to the AIA.

The proposed material to be prepared for use of prospective builders, explaining the function of the architect, was also discussed. The literature will be directed to hospital boards, civic planning committees, school boards and other agencies involved in major new construction. It will also explain the role of architects, and the reason for the profession's strict code of ethics.

A special committee, consisting of Joseph J. Weiler, Maurey Lee Allen and Theodore Eschweiler, has been named to prepare the material. Another important function of the group will be to study a possible new fee schedule and report its finding to the board.

Plans for the Regional Conference, which will be held in Milwaukee on Sept. 28-29, were explained by Roger Herbst. He told the directors that preliminary work was already started, and that he was confident that a fine conference would be staged.

Dates for following board meetings were set for June 8, and July 13.

Meeting . . .

(Continued from Page 3)

any time during the first quarter of the calendar year. Prior to the change, it was required that the meeting be held during the month of February.

Meeting after the general confab of members the Board of Directors approved application for membership of two Associates. They are Lloyd O. Krueger, Madison, and Ralph F. Irwin, Milwaukee. The Board also rejected a proposal to increase Blue Cross benefits, and for adding a "dread disease" clause to the present medical insurance policies for members.

Awards Given for Aid to Architects

Top honors for excellence in building product literature and space advertising directed to architects will be presented on May 14 to the Acoustical Materials Association, American Brass Company, Armstrong Cork Company, Aluminum Company of America and Knoll Associates. Each will receive a certificate of exceptional merit, the highest award conferred by the Jury of Awards for the Building Product Literature Competition.

This competition is co-sponsored annually by the American Institute of Architects and the Producers' Council, the organization of building products manufacturers and associations.

Rules for Portraits of Architects in Advertising Defined

Portraits of architects may be used in advertisements providing the ad is approved by the Executive Director of the American Institute of Architects, the secretary of the Institute, and the Public Relations Committee. This policy, effectuating a vote of the membership of the Institute at the 1955 convention, was revealed in a statement prepared by Secretary Edward L. Wilson following the approval of the policy at a meeting of the A.I.A. Executive Committee.

The statement provided that: "The tenor of the advertising shall be dignified and the copy shall, insofar as possible, reflect credit on and call attention to the accomplishments of the profession as a whole rather than the individual architect.

"The architect's portrait shall be of such size as to be in good taste and not to dominate the advertisement.

"Such terms in the copy concerning the architect as 'leading', 'prominent', 'foremost', etc., shall not be used.

"While it is recognized that, from an advertiser's viewpoint, the use of the architect's picture is in the nature of an endorsement of the product, the use of copy which represents the architect as endorsing the material must be avoided. The fact that the architect designed the building and that the material was used in its construction should be sufficient indication that he endorses it.

"The impression must not be given that, by using the particular material, an architect has produced results that could not be obtained by any other architect using the same or similar material . . ."

The failure of an architect to obtain approval before participating in an advertisement may subject him to discipline by the Institute, the statement indicates, and the burden of seeing the necessary approvals are obtained rests with the architect. It should be noted, the statement refers specifically to 'portraits" of architects and makes no comment regarding what might be termed "news" pictures of architects used in advertisements such as those showing an architect viewing material being placed or inspecting a finished installation.

Dean Meeker, Prominent Artist, Speaks to Milwaukee Division

Approximately 40 members of the Milwaukee Division heard Dean Meeker, of the Art Department of the University of Wisconsin, speak on the connection between art and architecture at the monthly meeting held on May 17 at the Alonzo Cudworth American Legion post.

Meeker, 36, is a widely known artist in the medium of ceragraph printing, commonly known as "silk screen" processing. Much of his work is on display in museums throughout this country, as well as in Europe.

"Architecture has utilized the activities of the artist in many forms," he said, as he drew a contrast between the artist and the architect.

According to Meeker, the architect is "unappreciated, plagued, multiple-purposed", and has many facets. He is, at the same time, a "sociologist, economist, politician, engineer, courtesan and creative artist. He feels wanted, and that is his security."

In contrast, Meeker said, the artist is "more shiftless" and less bound by traditions. He is more free than the architect, and this has given him some value to the architect.

"The artist is qualified to give aid and comfort, and contribute to the general welfare of architecture," he said.

Meeker augmented his speech through the generous use of slides, as well as a display of many of his ceragraph prints. He had an appreciative audience throughout, and several times was stopped in the midst of his remarks to answer questions from members.

Slides showed many contemporary classics, both painting and sculpture, and Meeker connected the work displayed with the building in which it was located.

Following the speaker's remarks, members discussed the pending Milwaukee ordinance which would amend the building code to remove the responsibility, now on the shoulders of the architect, for assuring that construction or installation conforms with the local code. The Division position, of course, is that this responsibility, under the law, rests upon the building inspector and cannot, nor should not, be delegated to architects.

A new member, Lloyd Knutson, formerly of Pittsburgh, was introduced and welcomed.

The next meeting will be held at the Saxony restaurant on June 21.

Architecture Exhibit In National Gallery

The first exhibition of architecture in the National Gallery of Art will mark the centennial of the American Institute of Architects, the national professional society announced here today. The display will open May 14, 1957, when the architects' national convention meets in Washington, and continuing through to the middle of July.

The exhibit will have an importance comparable to such events as the Japanese art exhibit, paintings from the salt mines, and other special National Gallery exhibits, Institute officials say. In addition to being the first architectural exhibition in the National Gallery, it is believed the first comprehensive national historical review of its sort to be undertaken.

Prexy's Corner . . .

(Continued from Page 3)

on April 12 relative to proposed additions and amendments to the State Building Code after much study before attending this session. This took a complete day out of their schedule but rest assured that it was really great to see such a fine spirit and such constructive work that they performed in formulating their criticism and suggestions relative to the proposed changes. We were well received by the Industrial Commission.

I would like to suggest that each Division plan its meetings as far ahead as possible, and to get the word to this magazine so that the news may be published. In this way, others who are interested may plan to attend.

If today is one of your best days, spend tomorrow just like it.

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Leenhouts' Explain What and Why of Architecture in YWCA 'Course'

A splendid public relations service for the profession of architecture was recently completed by Willis and Lillian Leenhouts, a husband and wife architectural team located in Milwaukee. He is a Corporate member of the Wisconsin Chapter, AIA.

They presented a series of six lectures to a class composed of approximately 30 interested people, which was held weekly at the Milwaukee YWCA. The course, in addition to the lectures, also included the use of slide photographs and group discussion.

The course was divided into six parts, Leenhouts explained. Each week a different main topic was discussed, while the final lecture also included a general review of the first five.

The initial lecture described architecture of the past, and explained how it was practiced in earlier years; the second went into a discussion of materials and structure, and potentials existing in the use of glass, metals, concrete and other material; the third gave tips in how to plan a house, explaining the evolution from the owner's first idea, his retention of an architect, and the steps until the building is complete. In this, the Leenhouts made use of an exhibit showing construction of a scale model; the fourth covered the general subject of "Pipes", including electricity, plumbing, heating, air conditioning, and others; the fifth lecture dealt with the general subject of landscaping, including city planning and site planning. The final lecture covered possible future trends in architecture, and served as a general review of the entire course.

Leenhouts feels that the course was very significant. "I'm sure that the people we spoke to enjoyed what we explained, and that some of the erroneous notions they might have about architects have been corrected," he said.

He also spoke during May to the Art Survey Group at the University of Wisconsin in Milwaukee on the subject of "Contemporary Architecture."

Western Mineral Has New Ad Manager

Truman A. Bjorklund has been named advertising manager of Wesern Mineral Products Co., Milwaukee vermiculite processors, it was announced by Vice-president Harvey W. Steiff.

After graduating from the University of Minnesota, Bjorklund was advertising manager of Farmers Union Central Exchange in South St. Paul, and served two years in Korea when recalled to military service. He is a veteran of World War II also.

For the past four years he was director of production for Empire Photosound of Minneapolis and had charge of a number of color-sound films recently completed for Western Mineral and the vermiculite industry.

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Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.
VICTORY Steel SUPPLY Co.
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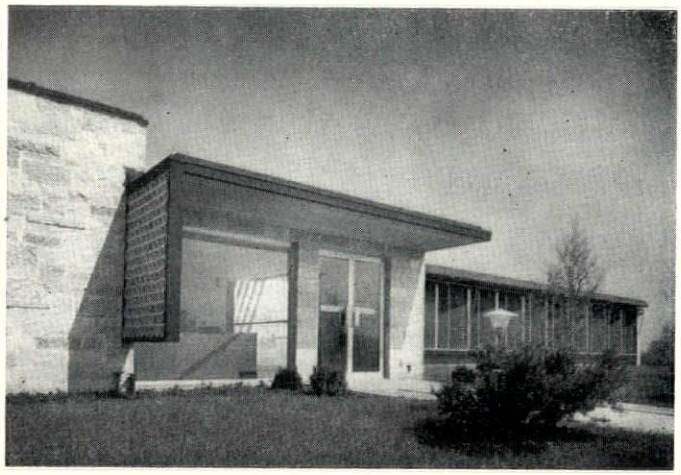
Glendale's Municipal Building

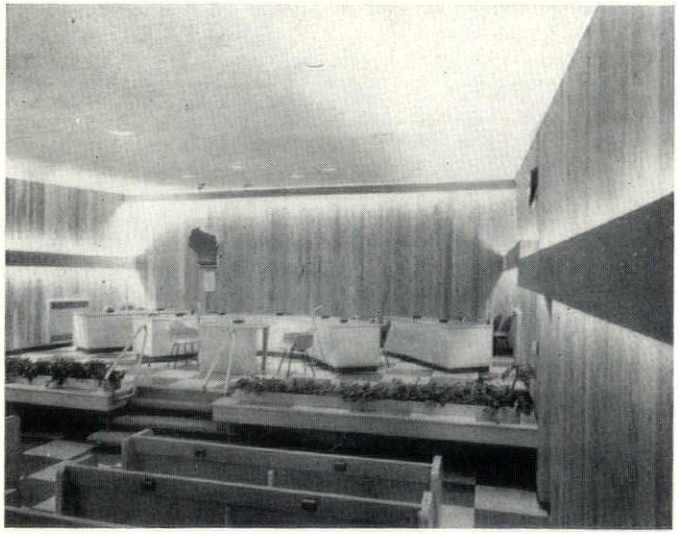
. . . CONTEMPORARY ARCHITECTURE IN A CITY'S HEADQUARTERS

Architect: Donald L. Grieb
General Contractor: C. G. Schmidt Co.

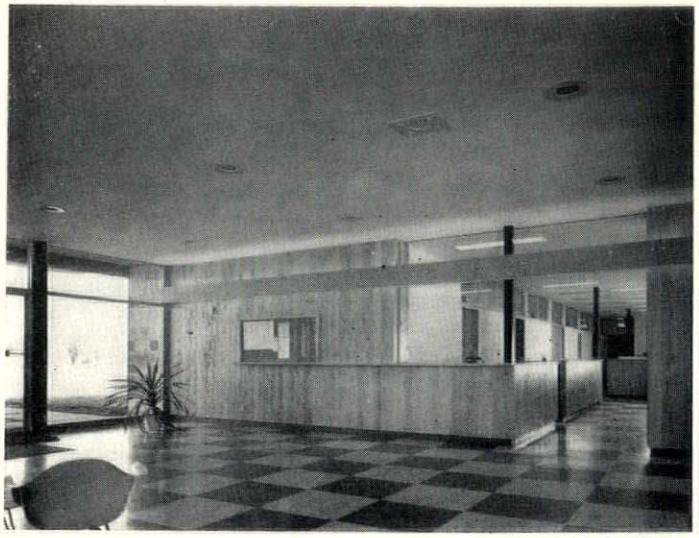


An Exterior View

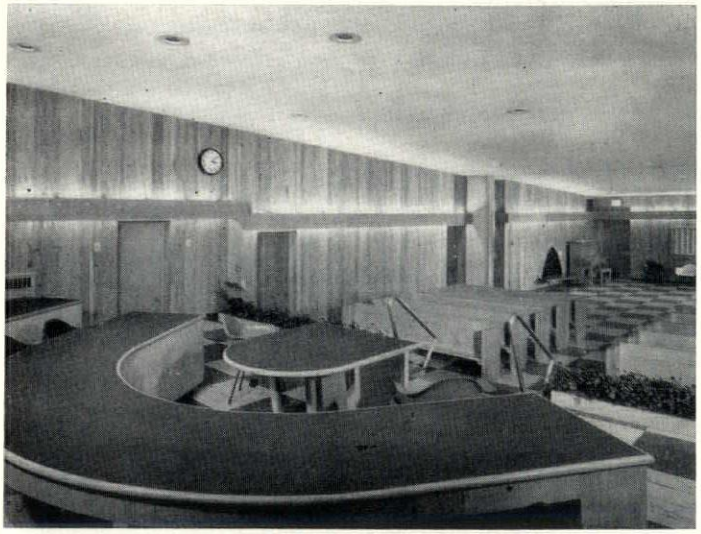
CONTEMPORARY. A modern approach to what in former years was typically stiff, dark and musty, was used successfully by Donald L. Grieb, A.I.A., in his design of the city of Glendale's Municipal Building. Five photos are shown on this page. Facilities include the council chamber, social room, kitchen, mayor's office, general offices, machine room, vault, lobby, basement and utility rooms. Latest trends in furniture and furnishings have been used to complement the construction and design. Total floor area is 10,599 sq. ft. Exterior material is Lannon stone, glass and marble base, with concrete block, Lannon stone and pecky cypress used in the interior.



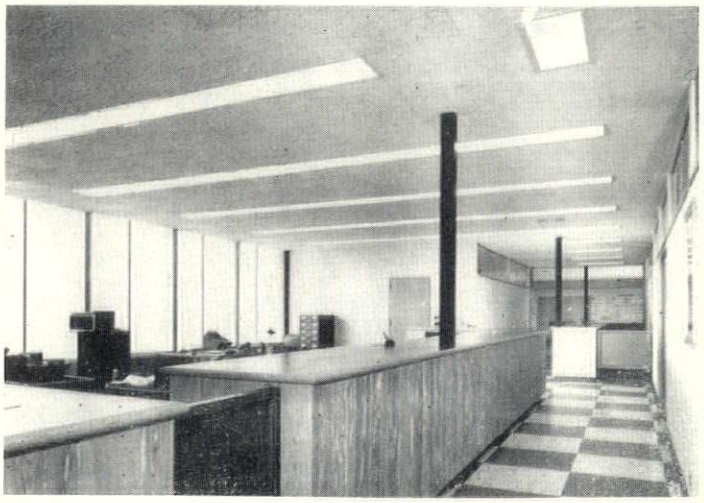
Conference Room — Another View



The Lobby Entrance



Conference Room



Business Office

Four Draftsmen Available, Is Report from W. A. A. Headquarters

Four well-qualified applicants for positions in architectural offices in Wisconsin have recently submitted biographical material to the office of the Wisconsin Architects Association. All are from outside the state.

One applicant will graduate from an architectural school in June; another is a competent and experienced draftsman.

Two applicants will not be available until September. One, a recently naturalized German displaced person, will be released from the U. S. Armed Forces in September. He has a broad background in drafting and craftsmanship. The other, who will terminate his present employment in August, has had fine experience in all types of commercial and residential construction in the United States and abroad, and seeks a position other than in a major metropolitan area. He wishes to locate in a comparatively small town, and to associate himself with a firm with the ultimate hope of becoming a partner.

Milwaukee Division offices wishing information concerning these applicants are invited to phone the Association office for details, or visit the office to review the applications. Other Division offices may inquire by mail, and the Association office will forward the applications. This will be done only with the provision that they be returned immediately after review.

Men keep their agreements when it is to the advantage of neither to break them.

Product Test Shows 4-Hour Fire Rating

A four-hour fire rating has been issued to steel columns protected with 2" of machine-applied vermiculite portland cement plaster as the result of a fire test sponsored by Vermiculite Institute of Chicago. The end-point was reached at 4 hours, 34 minutes, which provides an ample safety factor.

"While this type of column protection has many uses, it is a natural for exterior columns of buildings where machine-applied vermiculite portland cement plaster panel or spandrel walls are used," said Edward R. Murphy, managing director of the institute. "It can be applied simultaneously with the wall, since the paper-backed wire fabric used in the wall construction is also wrapped around the columns."

This protection is well adapted for interior columns where more than ordinary wear and tear is expected due to the type of occupancy, Murphy pointed out.

Hunzinger Construction Company

Milwaukee

Phone: SUnset 1-9100

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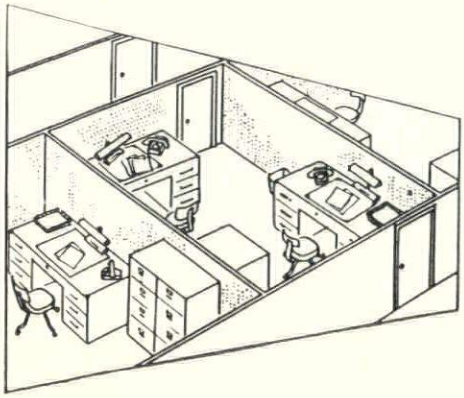

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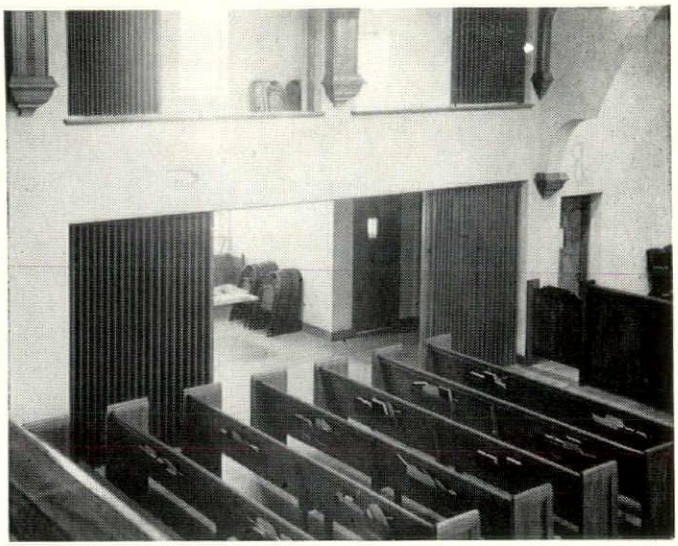
DEMONSTRATION. Ceiling material manufactured by his company was demonstrated last month by Ken Johnson (right), of the Western Mineral Products company, at the May Producers' Council Information meeting in Milwaukee. Watching are (from left) Paul Brust, A.I.A., Robert Potter, A.I.A., and Gary Ahrens, president of the Milwaukee Producers' Council.



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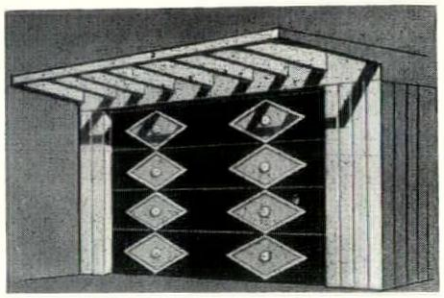

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